

Tyāga: The Creative Economy Renaissance

Slide 1: Title Slide & Vision

Title: The Renaissance of Creative Space: Investing in the Tyāga Ecosystem

Visual: A split image: one side showing a sterile, commercial recording studio; the other showing an artist relaxing/creating in a beautifully designed, well-equipped, private home setting (the Studio-Airbnb Hybrid).

Speaker Notes (30 seconds):

"Good morning. We are here today because the current creative economy is broken. Commercial real estate is expensive and sterile, and the artist is often a product, not a partner. Tyāga is changing that. We are building a multi-faceted venture, starting with the 'Studio-Airbnb Hybrid,' a network of exclusive, inspiring, and technically-equipped properties where artists can live and create. Tyāga is not just a real estate play; it's a cultural hub designed to champion authentic creativity and build a more just, interdependent economy."

Slide 2: The Problem (Customer Pains)

Title: The Creative Crisis: Expensive, Sterile, and Fragmented

Visual: Icons representing: High Cost, Lack of Inspiration, Logistical Nightmare.

Speaker Notes (30 seconds):

"Our target customer, the Musically Gifted Artist, faces three core pains: 1. High Cost: Commercial studios are expensive and charge by the hour. 2. Lack of Inspiration: These spaces are often sterile and clinical, killing the creative flow. 3. Logistical Nightmare: Artists must book a studio, a separate hotel, and often struggle to find a private, creative-friendly rental. They are forced to live in one place and work in another, fragmenting their process. We need an all-in-one solution."

Slide 3: The Solution (Value Proposition)

Title: Tyāga: The Studio-Airbnb Hybrid (The Value Proposition)

Visual: A simple graphic showing Pains (from Slide 2) being replaced by Gains.

Speaker Notes (30 seconds):

"Tyāga offers the solution: the Studio-Airbnb Hybrid. This service eliminates the 'sterile studio' feel, removes the need for a separate hotel, and provides professional-grade gear within a private, inspiring home. Our core Value Proposition delivers: Exclusivity, Professional-Grade Utility, and the vital Inspiring Environment that allows artists to live, work, and create simultaneously. We relieve the major pains of cost, logistics, and lack of inspiration, and create significant gains for the artist."

Slide 4: Key Partners & Management Team

Title: Our Engine: Key Partners and Leadership

Visual: Headshots/Icons for core roles: Founder (You), Real Estate/Finance Lead, Tech/IP Strategy Lead.

Speaker Notes (30 seconds):

"To execute on this vision, we rely on strategic Key Partners including niche real estate acquisition firms, high-end audio equipment suppliers, and legal counsel specializing in intellectual property and smart contracts. Our core management team is built on complementary expertise. We seek leaders who embody Servant Leadership and Integrity, characteristics crucial for stewarding the cultural hub we are building. The ideal team includes expertise in Real Estate Finance, IP Strategy, and Community Development, ensuring both fiscal and ethical governance."

Slide 5: Key Activities & Resources

Title: Building the Ecosystem: Activities, Resources, and IP

Visual: Flowchart: Acquisition -> Studio Conversion -> Artist Network -> Tech Deployment.

Speaker Notes (30 seconds):

"Our Key Activities focus on two main phases: Phase 1: Real Estate Acquisition and Conversion (identifying and converting residential properties into Hybrid Studios). Phase 2: Ecosystem Development (building the IP protection and distribution platform). Our Key Resources are the properties themselves, our proprietary network of high-profile artists, and the emerging technology (smart contracts) that will fuel our broader ecosystem vision beyond the studios."

Slide 6: Customer Segments & Persona (Go-to-Market)

Title: Our Perfect Customer: "The Musically Gifted Artist"

Visual: A profile graphic for the persona, "Ariel: The Touring Producer."

Speaker Notes (30 seconds):

"Our primary Customer Segment is the 'Musically Gifted Artist'—a professional who values privacy, high-quality gear, and creative freedom. Our Persona is Ariel, the Touring Producer: aged 28-35, a mid-to-high-tier artist or producer on the West Coast, seeking a temporary creative retreat. Our initial Addressable Market focuses on the verified demand we already established: 112 high-intent leads who joined our waitlist, with 78% confirmed in our target segment. This minimizes our key risk."

Slide 7: Channels & Go-to-Market Plan

Title: Targeted Deployment: From Waitlist to Global Hub

Visual: A funnel graphic showing: Direct Digital Outreach -> Waitlist Conversion -> Exclusive Booking.

Speaker Notes (30 seconds):

"Our Go-to-Market Plan is already proven. Our Channels are highly exclusive: Direct Digital Outreach to our pre-validated waitlist and a Referral/Professional Network for the initial properties. We are not using standard public channels. This ensures exclusivity and maintains our premium branding. We move directly from waitlist conversion to exclusive booking, maximizing occupancy immediately upon property launch. This scalable model allows for targeted, low-cost expansion into new geographic markets."

Slide 8: Customer Relationships & Social Impact

Title: Building an Interdependent Economy (Societal Value)

Visual: A graphic representing a community network or handshake.

Speaker Notes (30 seconds):

"Our Customer Relationship is founded on Exclusivity and Interdependence. We move past transactional bookings to offer IP protection and collaboration tools through our ecosystem. This is where we serve the interests of Society. Tyāga is leveraging tools like smart contracts to build an economy where the artist is not a product to be sold but a partner to be championed, ensuring fair compensation and protecting intellectual property. We are building a more just creative economy."

Slide 9: High-Level Financial Summary (Cost Structure & Revenue Streams)

Title: Financial Summary: The Capital-Efficient Model

Visual: A simple bar chart comparing a Commercial Studio's CapEx vs. Tyāga's CapEx/Opex.

Speaker Notes (45 seconds):

"Our Cost Structure is optimized for capital efficiency. The primary CapEx is property acquisition and studio conversion, which is substantially lower than building a commercial studio from scratch. Our core Opex includes property management, maintenance, and utility fees. We have two key Revenue Streams: 1. Primary: High-Margin Rental Income from the Studio-Airbnb Hybrid. 2. Secondary: Future Platform Fees from IP management, fractional ownership, and collaboration tools within the Tyāga ecosystem. This diversified model ensures robust revenue generation and scalability."

Slide 10: High-Level Projections & Competition

Title: The Opportunity: Valuation and Competitive Edge

Visual: Key metrics: \$XX Projected Annual Revenue (Year 3), 112 Leads Secured.

Speaker Notes (45 seconds):

"Based on our pro forma, projecting a 70% occupancy rate across our first five properties, we project reaching \$XX Annual Recurring Revenue (ARR) by Year 3. Our competitive separation is threefold: 1. Seamless Integration: We eliminate the need for separate bookings. 2. Proven Demand: We have 112 pre-qualified leads. 3. Ecosystem Value: We own the IP layer, unlike competitors who only offer real estate. We are offering a validated asset class with a

proprietary network."

Slide 11: The Investor Ask (Culminating Pitch)

Title: Tyāga: The Invitation to Steward Culture

Visual: A bold, final call-to-action statement.

Speaker Notes (45 seconds):

"We are seeking \$[Insert Target Amount] in seed funding to finalize the acquisition and conversion of our first three flagship properties in the Los Angeles market. This capital is directly tied to a validated, waiting customer base. When you invest in Tyāga, you are not buying into a real estate gamble; you are securing a foothold in the future of the creative economy. We are a venture built on validated demand, ethical IP stewardship, and a high-margin, dual-revenue business model. Join us in building the cultural hub where the renaissance begins. Thank you."

References (Included in the Presentation's Appendix or Speaker Notes):

1. **Market Demand Validation:** Tyāga Internal Market Validation Report (Referencing the 112 leads, 78% target segment data from the human-centered design analysis).
2. **Industry Trend Data:** [Insert Source for Creative Economy Market Growth or Smart Contract Adoption in IP Management, e.g., Forbes or Deloitte 2024 Report].